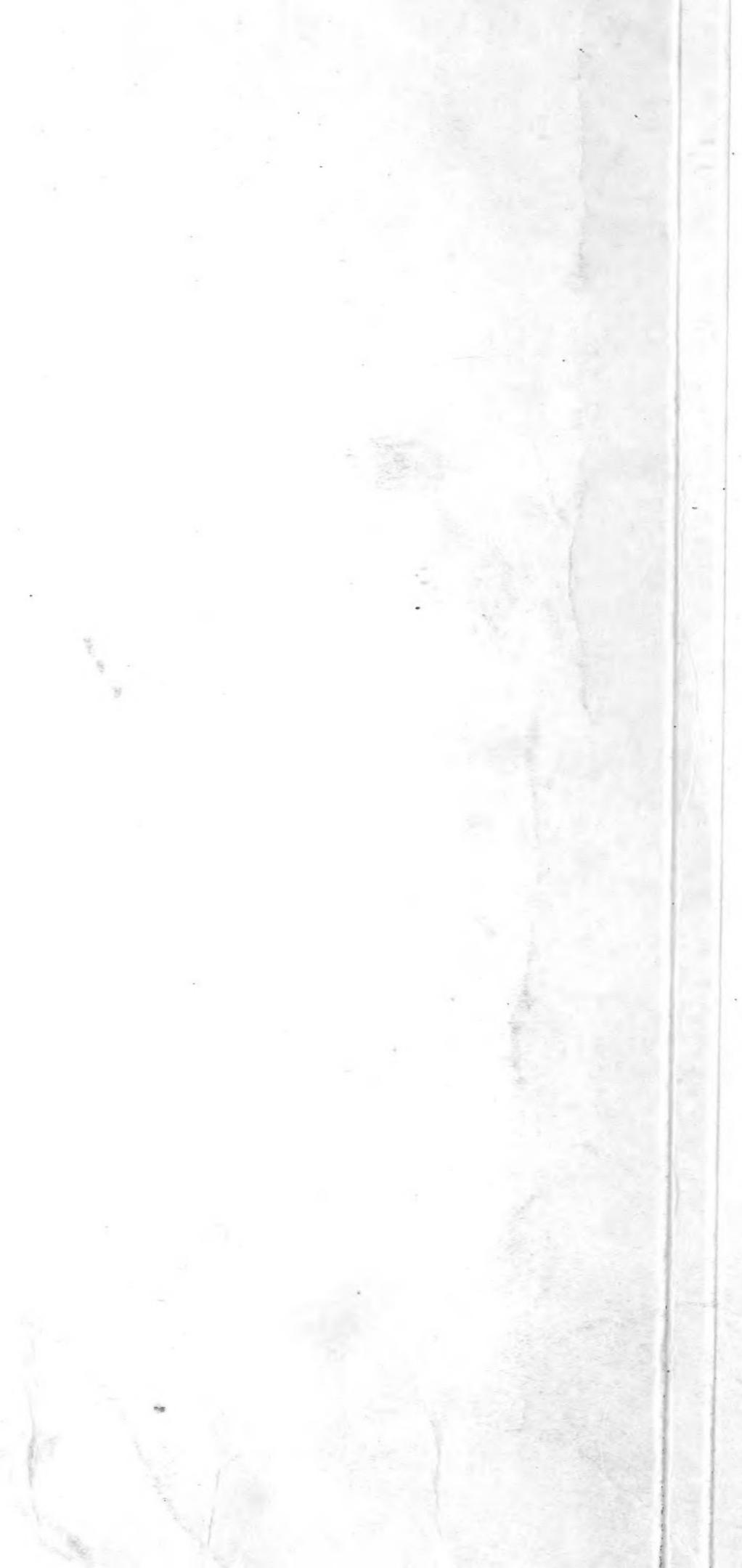


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.57

Pot-Grown Strawberry Plants



1937

Lovett's
NURSERY, Inc.
Little Silver,
N.J.

Intrada

THIS IS THE YEAR for our established and prospective bargains in Pot-grown Strawberry plants. The varieties and climates and may be planted at any time from Spring to Fall. Their popularity is mainly due to the fact that they produce well in all climates. We have listed all of the old and new favorites in this little publication. Therefore, you are assured of not only satisfactory results, but also a good crop of berries, if you select from our Midsummer List.

Easily Grown

Strawberry plants are very easy to grow, since they succeed in a wide range of soils and climates. From the Arctic Circle to the far Tropics, Strawberry growing is on a large commercial scale, and in our own mild zone, they will give excellent results in any garden soil, clay or loam, which would be satisfactory for the production of vegetables.

Save a Season

The dry heat of late Summer ordinarily retards the struggling, freshly planted Layer Strawberries. Our Pot-grown varieties are much more practical for home culture, since a good crop of berries is assured the very next year after planting, and for several years thereafter.

Other Advantages

Through years of experimenting, Strawberry growers have become convinced that Pot-grown plants will produce larger crops of larger berries than will the field-grown layer plants, excepting when the planting is done in early Spring.

Varieties to Plant

To provide for fresh Strawberries from early Summer until late Fall, at least four varieties should be planted. One of them should be an early bearing sort, another one which bears in Midseason, third, your favorite late fruiting variety, and fourth, a Fall or Everbearing Strawberry. A dozen or more of each sort should be planted if one is to be assured of an ample crop of fruit.

Planting Time

To give the best results, Pot-grown plants should be planted from July 20th to October 1st, preferably by the first of September.

Pre-Planting Instructions

Unpack your plants immediately upon arrival, place them in a shady spot, and sprinkle them lightly with water. As evening approaches, take them to where the ground is prepared to plant, and just before planting them, dip each root ball in a pail of water.

ction

ive customers to take advantage of these Midsummer
ies are carefully selected for the greatest range of soils
lsummer to Midfall with complete assurance of success.
bigger crops and berries than the usual "layer" plants.
amphlet, and each variety has some particular qualifi-
but simply delightful results no matter which varieties

Preparation of Soil

The bed for your plants should be dug and the soil loosened
to a depth of from 12 to 14 inches. If you feel that your soil
needs special enrichment, incorporate with it rotted leaves
or well rotted manure of any kind (fresh manure should be
avoided since it usually holds grub worms). Additional fer-
tilization may be afforded by scattering Bonemeal at the rate
of 100 lbs. to each bed 15x50 feet, raking it well into the soil.

Where to Plant

Plants in the home garden should be set in rows 2 feet apart,
with the plants 1 foot apart in each row. A bit of shade during
the hottest part of the day should be provided for the first
two or three days after the plants have been set out. However,
the Strawberry is a sun loving fruit, and its bed should be
located where it will get a minimum of six hours sunshine
each day.

Rules for Strawberry Success

The most important rule is to keep weeds out of your
garden. Hoe your Strawberry bed once a week, not only cut-
ting out the weeds, but loosening the soil, preserving moisture
and stimulating growth. After the ground has become frozen
in late Fall, the plants should be mulched with light, strawy
manure. Care should be taken that only a light covering be
applied, and such protective material should never consist of
wet or otherwise heavy material. This covering should, of
course, be removed when the plants start growth in the Spring.

Facts Our Customers Should Know

Large shipments should be made by Express, small ones
by Parcel Post. Freight shipments should be avoided.

Prices in this circular include packing and delivery to for-
warding agents, after which our control and our responsibility
cease.

Orders of less amounts than \$1.00 cannot be accepted.

We prefer payment to be made in advance, though we will
ship C.O.D. if 25 per cent of the value of the order is sent
us in advance of shipment.

Please send your orders as early in the season as possible
so that we may fill them in a way that will be most satis-
factory to you.

Introduction

THIS IS THE YEAR for our established and prospective customers to take advantage of these Midsummer bargains in Pot-grown Strawberry plants. The varieties are carefully selected for the greatest range of soils and climates and may be planted at any time from Midsummer to Midfall with complete assurance of success. Their popularity is mainly due to the fact that they produce bigger crops and berries than the usual "layer" plants. We have listed all of the old and new favorites in this little pamphlet, and each variety has some particular qualification. Therefore, you are assured of not only satisfactory, but simply delightful results no matter which varieties you select from our Midsummer List.

Easily Grown

Strawberry plants are very easy to grow, since they succeed in a wide range of soils and climates. From the Arctic Circle to the far Tropics, Strawberry growing is on a large commercial scale, and in our own mild zone, they will give excellent results in any garden soil, clay or loam, which would be satisfactory for the production of vegetables.

Save a Season

The dry heat of late Summer ordinarily retards the struggling, freshly planted Layer Strawberries. Our Pot-grown varieties are much more practical for home culture, since a good crop of berries is assured the very next year after planting, and for several years thereafter.

Other Advantages

Through years of experimenting, Strawberry growers have become convinced that Pot-grown plants will produce larger crops of larger berries than will the field-grown layer plants, excepting when the planting is done in early Spring.

Varieties to Plant

To provide for fresh Strawberries from early Summer until late Fall, at least four varieties should be planted. One of them should be an early bearing sort, another one which bears in Midseason, third, your favorite late fruiting variety, and fourth, a Fall or Everbearing Strawberry. A dozen or more of each sort should be planted if one is to be assured of an ample crop of fruit.

Planting Time

To give the best results, Pot-grown plants should be planted from July 20th to October 1st, preferably by the first of September.

Pre-Planting Instructions

Unpack your plants immediately upon arrival, place them in a shady spot, and sprinkle them lightly with water. As evening approaches, take them to where the ground is prepared to plant, and just before planting them, dip each root ball in a pail of water.

Preparation of Soil

The bed for your plants should be dug and the soil loosened to a depth of from 12 to 14 inches. If you feel that your soil needs special enrichment, incorporate with it rotted leaves or well rotted manure of any kind (fresh manure should be avoided since it usually holds grub worms). Additional fertilization may be afforded by scattering Bonemeal at the rate of 100 lbs. to each bed 15x50 feet, raking it well into the soil.

Where to Plant

Plants in the home garden should be set in rows 2 feet apart, with the plants 1 foot apart in each row. A bit of shade during the hottest part of the day should be provided for the first two or three days after the plants have been set out. However, the Strawberry is a sun loving fruit, and its bed should be located where it will get a minimum of six hours sunshine each day.

Rules for Strawberry Success

The most important rule is to keep weeds out of your garden. Hoe your Strawberry bed once a week, not only cutting out the weeds, but loosening the soil, preserving moisture and stimulating growth. After the ground has become frozen in late Fall, the plants should be mulched with light, strawy manure. Care should be taken that only a light covering be applied, and such protective material should never consist of wet or otherwise heavy material. This covering should, of course, be removed when the plants start growth in the Spring.

Facts Our Customers Should Know

Large shipments should be made by Express, small ones by Parcel Post. Freight shipments should be avoided.

Prices in this circular include packing and delivery to forwarding agents, after which our control and our responsibility cease.

Orders of less amounts than \$1.00 cannot be accepted.

We prefer payment to be made in advance, though we will ship C.O.D. if 25 per cent of the value of the order is sent us in advance of shipment.

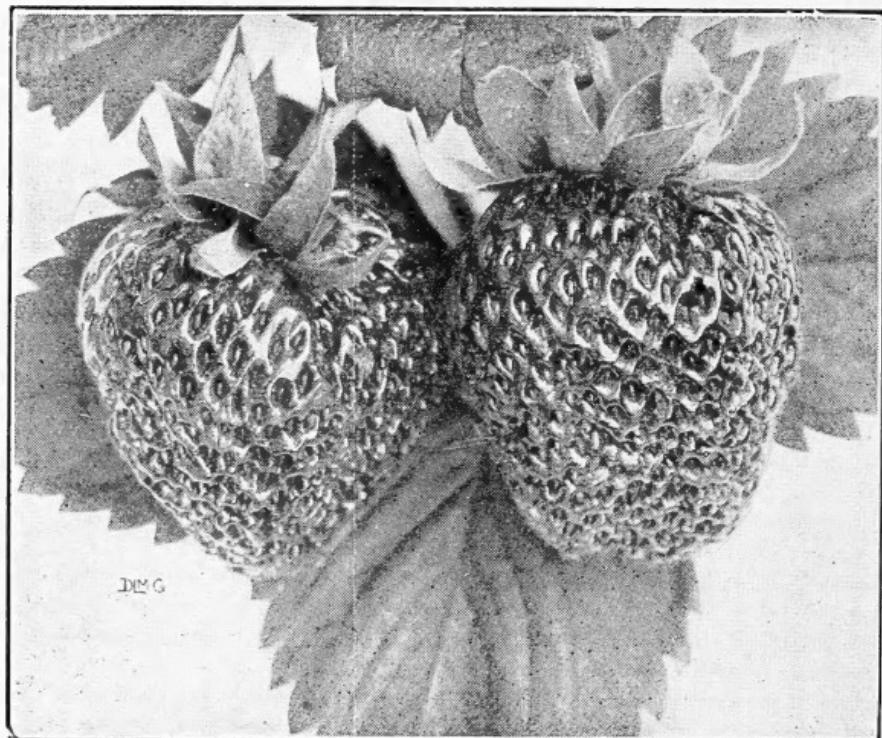
Please send your orders as early in the season as possible so that we may fill them in a way that will be most satisfactory to you.

June Bearing

Pot-grown Plants, \$1.00 per dozen

Add 10 per cent to your remittance

*On orders calling for 500 plants or more of any one
will grant a special discount*



DORSETT—The Super-Berry

VERY EARLY SORTS

Blakemore. Probably the best of Strawberries for canning, these attractive berries are simply delicious and firm enough for shipment to distant markets.

Dorsett

The flavor of this phenomenal Strawberry is indescribable; the nearest description would be "wild-Strawberry tang, refined to the Nth degree." Originated by the U. S. Department of Agriculture only a few years ago, Dorsett, by sheer ability, has superseded all the berries of its period. Each plant produces an amazing crop of large, firm, shapely fruit, and, under favorable conditions, bears such fruit until the last June berry is gone. Raw or cooked, the deliciousness of Dorsett Strawberries will leave a lasting impression on the mind of a connoisseur. We consider this super-berry to be the most valuable addition to the Small Fruit world that the decade has witnessed.

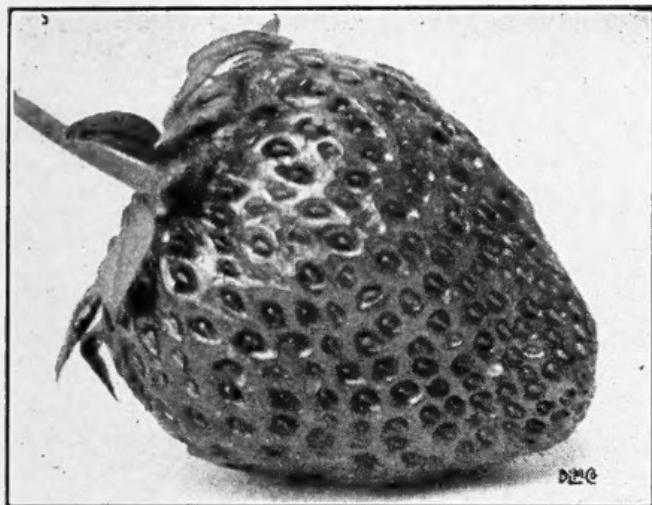
Strawberries

\$6.00 per 100, except where noted

Shipment is desired by Parcel Post

Twenty or several varieties (not less than 50 of a kind) we

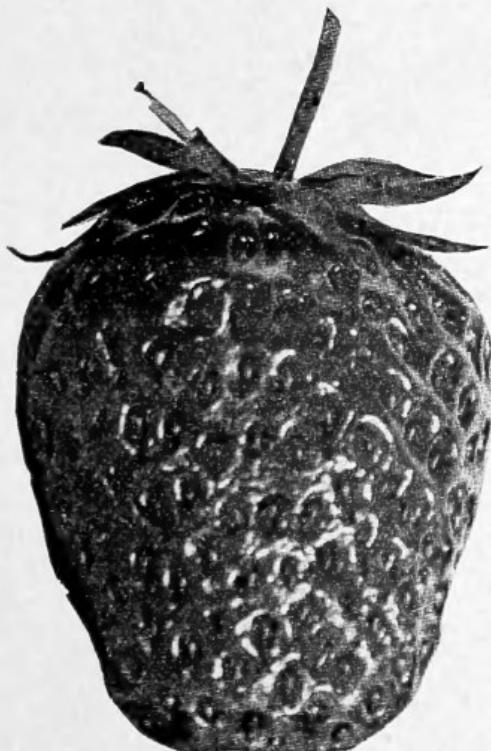
allow 10 per cent from our 100 rates



FAIRFAX (See page .6)

Early Jersey Giant. Introduced and long featured by our nursery, this Van Fleet Hybrid Strawberry produces fruit as large as that of any early quality sort, with a mild, lovely flavor.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100



PREMIER

Howard No. 17.

Identical with "Premier."

Premier. For over fifteen years, until Dorsett was introduced, this sort ruled the early market, producing large crops of uniformly big, shapely berries of the highest quality, over a maximum of soils and weather conditions.

Success. An excellent home garden berry, with many big, delicious Strawberries, too soft for distant shipment.

June Bearing Strawberries

Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted

Add 10 per cent to your remittance if shipment is desired by Parcel Post

On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10 per cent from our 100 rates



D.M.C.

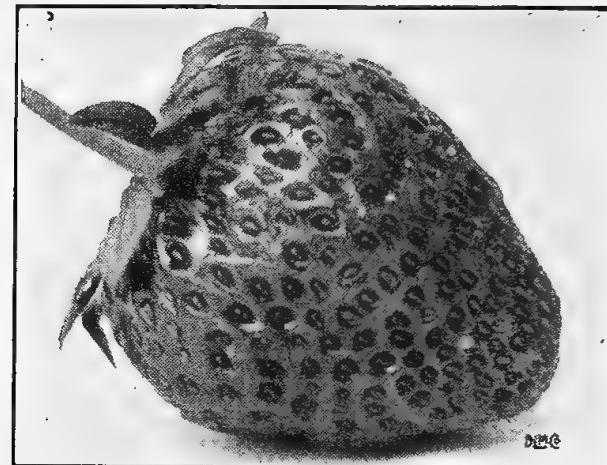
DORSETT—The Super-Berry

VERY EARLY SORTS

Blakemore. Probably the best of Strawberries for canning, these attractive berries are simply delicious and firm enough for shipment to distant markets.

Dorsett

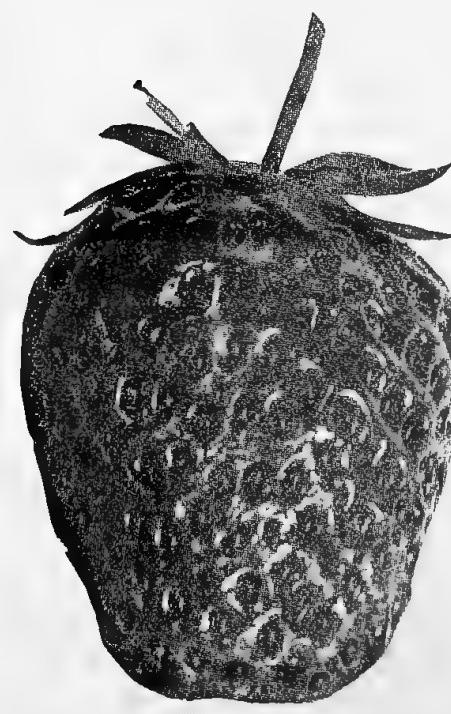
The flavor of this phenomenal Strawberry is indescribable; the nearest description would be "wild-Strawberry tang, refined to the Nth degree." Originated by the U. S. Department of Agriculture only a few years ago, Dorsett, by sheer ability, has superseded all the berries of its period. Each plant produces an amazing crop of large, firm, shapely fruit, and, under favorable conditions, bears such fruit until the last June berry is gone. Raw or cooked, the deliciousness of Dorsett Strawberries will leave a lasting impression on the mind of a connoisseur. We consider this super-berry to be the most valuable addition to the Small Fruit world that the decade has witnessed.



FAIRFAX (See page 6)

Early Jersey Giant. Introduced and long featured by our nursery, this Van Fleet Hybrid Strawberry produces fruit as large as that of any early quality sort, with a mild, lovely flavor.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100



Howard No. 17.

Identical with "Premier."

Premier. For over fifteen years, until Dorsett was introduced, this sort ruled the early market, producing large crops of uniformly big, shapely berries of the highest quality, over a maximum of soils and weather conditions.

Success. An excellent home garden berry, with many big, delicious Strawberries, too soft for distant shipment.

*Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100,
except where noted*

EARLY TO MIDSUMMER SORTS

Bun Special. Like Senator Dunlap, with bigger crops of better berries.

Fairfax

The triumph of sophisticated berry flavor. Not content with the domination of the extra early market by that super-berry, Dorsett, the United States Department of Agriculture brought forth Fairfax to rule over the second early sorts. Over a long fruiting season on nearly all soils, Fairfax bears many big, plump, solid berries, which ripen evenly to a deep red, and hold their firmness and flavor splendidly. These berries are simply perfect for distant shipments, and keep remarkably well. The flavor of Fairfax Strawberries is indescribable, being the most refined in richness and sweetness yet introduced. Many prefer it to the wild-Strawberry tang of Dorsett—but buy both and take your own choice, for both are closer to perfection than is any other Strawberry yet introduced.

Marshall. This is the aristocrat of Strawberries, for sections north of Philadelphia. If a bit of care is taken, the fruit will be simply gigantic, a dark, glossy crimson in color, and superb in flavor.



SUCCESS (See page 5)

*Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100,
except where noted*

Royal Sovereign. We are pleased to report that our supply of this best of imported forcing Strawberries is at last adequate to meet our customer's demands. Though, as a June berry, it is most satisfactory, this delicious sort is in a class by itself for forcing under glass in the Winter, and is a delight to the amateur, and a real moneymaker to the professional Strawberry grower in this respect.

Pot-grown Plants, \$2.50 per dozen, \$15.00 per 100

Senator Dunlap. Most popular of our country's Strawberries, with a huge crop of big, shapely, delicious fruit, red clear through, very firm, and perfect for canning. The berries cover a wider range of soils and climates than any other Strawberry and bear for a longer period.

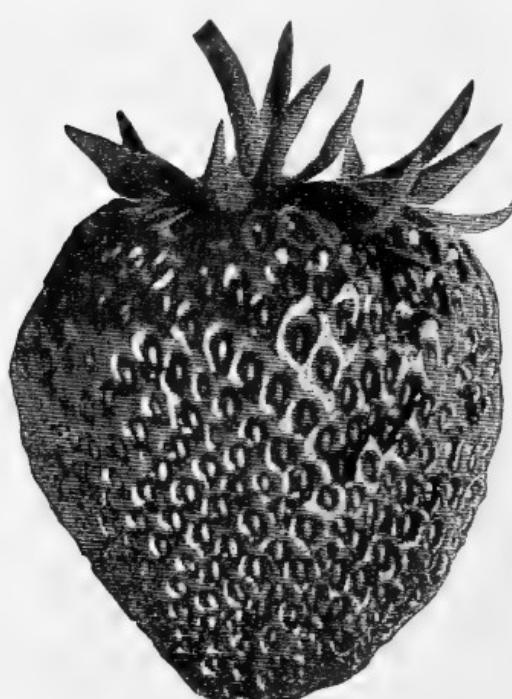
MIDSEASON SORTS

Aberdeen. The perfect home garden berry for mid-season, with a large crop of big, attractive, pale red fruit, too soft for distant shipment.

Catskill. Big, tasty berries are produced in great abundance on this recent introduction, over a long bearing period. Widely adapted to soil and weather, Catskill is the surest cropper of its season. *Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100*

Corsican. Practically identical with "New York."

Glen Mary. Big, deep red berries with prominent golden seeds, juicy, sweet and rich appear in abundance on this Eastern grower's favorite. (Plant near a good pollener, such as "Joe," for perfect results.)



NEW YORK

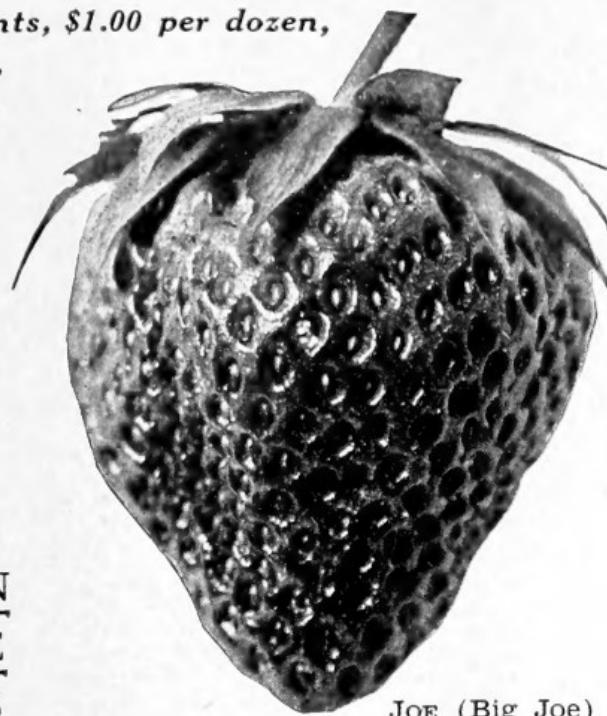
Hundred Dollar.

Practically identical with "New York."

McKinley. Practically identical with "New York."

New York. Big, tasty, colorful fruit is produced by this old favorite of the mid-season sorts.

*Pot-grown Plants, \$1.00 per dozen,
\$6.00 per 100,
except where
noted*



JOE (Big Joe)

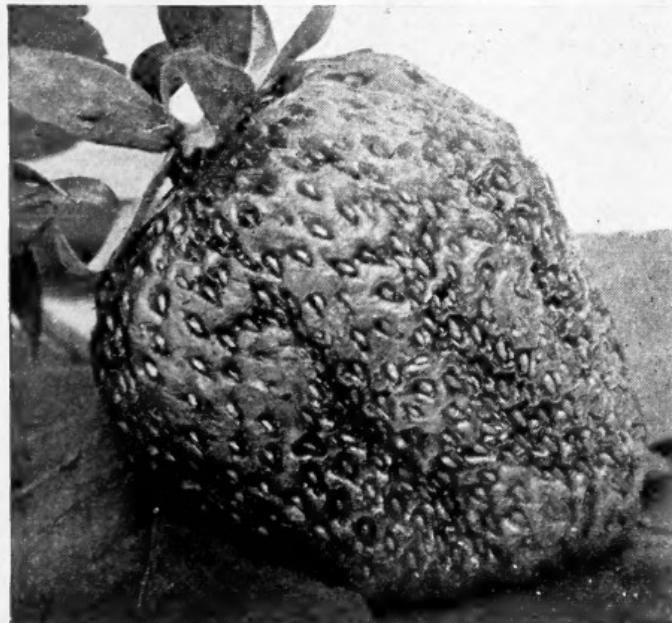
MIDSEASON
TO LATE
SORTS

Brandywine. Among the sweetest of berries, with a big crop of large, firm, dark red, fruit, over a long bearing period.

Chesapeake. Most profitable Strawberry of its period, with an assured crop of uniformly large fruit, bright red in color, firm and lasting. The flavor is deliciously mild and sweet. *Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100*

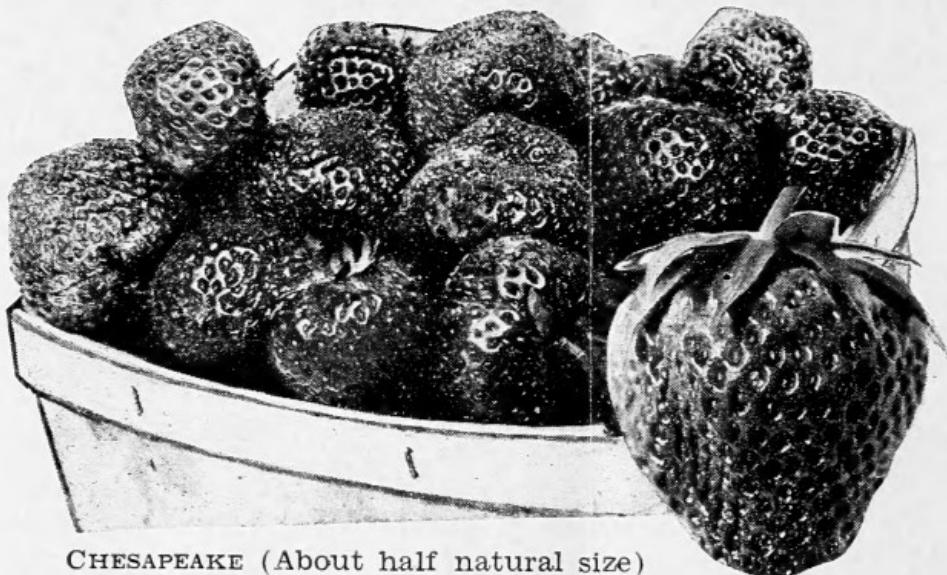
Joe (Big Joe). Probably the easiest of Strawberries to grow, repaying a minimum of care with a maximum of results. Fruit is large, firm and most attractive, with a sprightly flavor.

William Belt. The quality berry of its period, with a great crop of big, irregularly shaped fruit. Best home garden Strawberry of its group.



LUPTON—A "Show" Strawberry (See page 9)

*Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100,
except where noted*



CHESAPEAKE (About half natural size)
(See page 8)

LATE SORTS

Big Late. Heavy producer of big, shapely berries, firm and lasting, and of high quality. *Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100*

Gandy. Latest to bear, this old favorite produces a profitable crop of big, flame colored fruit, equally desirable for home canning or for shipping.

Lupton. These are the most attractive Strawberries of their season, large, firm and bluntly conical, with a heavy crop that commands top prices in the late market.

New Washington. A recent addition to the Strawberry list, producing firm, delicious, honey sweet fruit in great abundance over a long period. *Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100*

Sharpless. Long a favorite Strawberry, Sharpless bears many quality berries on a wide range of soils.

Special Collection for the Home Garden

These carefully selected varieties are the best of their seasons. They will bear delicious fruit throughout the late Spring, the Summer, and the Fall.

Dorsett. Most delicious early berry.

Catskill. Best midseason.

Lupton. Most popular late sort.

Mastodon. Tastiest everbearer.

**12 plants of each sort (48 in all) \$4.25
(For plot 8 x 12 feet)**

**25 plants of each sort (100 in all) \$7.50
(For plot 10 x 20 feet)**

**50 plants of each sort (200 in all) \$14.00
(For plot 20 x 20 feet)**

Everbearing Varieties

Empire All Red. A newcomer from Canada, with a sweet flavor contained by many large berries, all Summer and Fall. These oval Strawberries are all red, as their name implies, and firm enough for long shipments. They are also splendid for canning, retaining their shape and color after being canned.

Pot-grown Plants, \$1.50 per dozen, \$10.00 per 100

Gem. A sensational Everbearer, with uniformly large fruit of a bright, sparkling red. They are juicy, acid free, and deliciously sweet. Indifferent as to soil and even in very dry weather, Gem remains a winner in flavor, quality, size, beauty, and yield.

Pot-grown Plants, \$1.50 per dozen, \$10.00 per 100

Green Mountain

U. S. Plant Patent No. 112

Hardest and healthiest of Everbearing Strawberries, this wonderful sort outyields many Summer berries in their own period, and its heavy Fall crop, right up until frost, is of exceptionally high quality. Best in heavy soil.

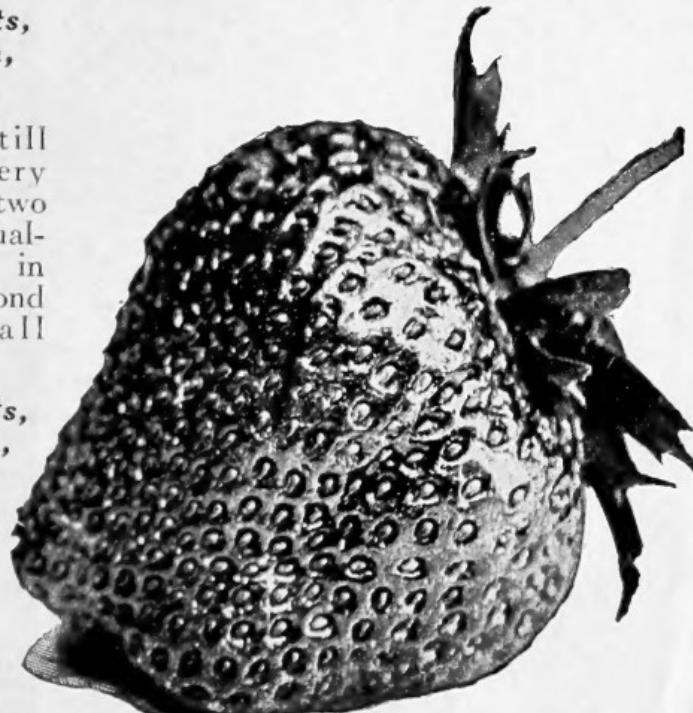
*Pot-grown Plants
\$2.00 per dozen, \$12.00 per 100*

Mastodon. "The Wonderberry." Still our favorite Everbearer, combining heavy yielding qualities, large size, and reliability of crop, with a flavor unequaled by any other Fall berry. It bears the largest and finest fruit imaginable over an exceptionally long period.

*Pot-grown Plants,
\$1.50 per dozen,
\$10.00 per 100*

Progressive. Still very popular, with two large crops of quality fruit, one in June, and a second during the Fall months.

*Pot-grown Plants,
\$1.25 per dozen,
\$7.50 per 100*



MASTODON

"The Wonderberry"

